

APPLICATION NUMBER: 23/00535/ADV

## DELEGATED DECISION CHECKLIST AND REPORT

| APPLICATION NO. | CASE OFFICER  | DATE          |
|-----------------|---------------|---------------|
| 23/00535/ADV    | Aimee Bovaird | 3 August 2023 |

**Address:** The Edgar Wood 34 Middleton Gardens Middleton M24 4DF

**Proposal:** Application for various externally illuminated wall mounted fascia signs and 1 no projecting sign

|           |                            |   |                       |     |
|-----------|----------------------------|---|-----------------------|-----|
| PUBLICITY | Weekly list expired?       | Y | Site notice expired?  | N/A |
|           | Neighbour letters expired? | Y | Press Notice expired? | N/A |

|            |                                                             |   |                                        |   |
|------------|-------------------------------------------------------------|---|----------------------------------------|---|
| DELEGATION | Significant departure from local plan?                      | N | Contrary to national policy?           | N |
|            | Applicant a Council Member or officer?                      | N | Contrary to previous decision?         | N |
|            | Major with 10 or more objections and recommending approval? | N | Called in or Planning Panel objection? | N |

|          |                                   |   |
|----------|-----------------------------------|---|
| COMMENTS | Planning Panel comments received? | N |
|          | Neighbour comments received?      | N |

|     |                                                  |   |
|-----|--------------------------------------------------|---|
| EIA | Screening opinion completed and saved to Onbase? | N |
|-----|--------------------------------------------------|---|

|            |                                                                      |     |
|------------|----------------------------------------------------------------------|-----|
| CONDITIONS | Pre-commencement conditions proposed?                                | N/A |
|            | Pre-commencement conditions agreed (or notification period expired)? | N/A |

|                |                             |
|----------------|-----------------------------|
| RECOMMENDATION | GRANT subject to conditions |
|----------------|-----------------------------|

CHECKED AND SIGNED OFF BY: LA

DATE:11.09.23

SITE

The site relates to The Edgar Wood Public House, this is in the north western corner of Middleton Gardens and within Middletown Town Centre Conservation Area. This building lies within the Conservation Area Appraisal as being a key unlisted building.

The building is three storeys and also within the Defined Urban Area.

## **PROPOSAL**

The application proposes new signage. Item A will be a projecting sign is proposed that will project 1m from the building, it will be 1.2m high and 0.9m wide and externally illuminated. The material will be aluminium painted.

Item B will be two fascia signs 1m wide and 0.026m high and will read 'EDGAR' and 'WOOD' both will be externally illuminated. The plastic letters will be fitted to the existing timber fascia's.

Item C will be a fascia sign 0.08m high and 2m wide, it will read 'CRAFT UNION FREE HOUSE'. The plastic letters will be fitted to the existing timber fascia's. The advert will be externally illuminated.

Item D will be a fascia sign 0.26m in height and 3.5m wide, it will read ' EDGAR WOOD'. The plastic letters will be fitted to the existing timber fascia's. The advert will be externally illuminated.

Item E will be a fascia sign 1m in height and 1.3m wide. The advert will not be illuminated and it will be aluminium painted.

Item F will be a fascia sign be 1.16m in height and 0.8m wide. The advert will not be illuminated and it will aluminium painted.

Item G will be a fascia sign 0.03m in height and 0.3m wide. The advert will not be illuminated and it will be aluminium painted.

Item H will be 0.03m in height and 0.03m wide. The advert will not be illuminated and it will be aluminium painted.

## **RELEVANT PLANNING POLICY**

### **National Guidance**

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

### **Adopted Rochdale Core Strategy (CS):**

|     |                                                            |
|-----|------------------------------------------------------------|
| P3  | Improving Design of New Development                        |
| P2  | Protecting and Enhancing Character, Landscape and Heritage |
| DM1 | General Development Requirements                           |

### **Unitary Development Plan (UDP):**

|              |                    |
|--------------|--------------------|
| <b>G/D/1</b> | Defined Urban Area |
|--------------|--------------------|

### **Other material considerations**

RBC Shopfront and Security Shutters SPD  
Planning Practice Guidance (Advertisements)  
National Design Guide

## **RELEVANT SITE HISTORY**

07/D49192 - Formation Of External Drinking Area To Front Of Premises Enclosed By 1.1M High Railings And Including The Installation Of 2 Awnings To The Front Elevation – Approved

84/D17039 - Alterations To Front Elevation And Single Storey Extension To Rear Of Public House. – Approved

## **CONSULTATION RESPONSES**

### **Highways And Engineering**

No objections

### **Conservation And Design**

The following comments were received (summary):

*‘Subject to clarification, there are no objections to the proposal.’*

These matters are considered below in the analysis section of the report.

## **REPRESENTATIONS**

In accordance with the Council’s procedure for advertisement applications, no direct publicity was issued.

## **ANALYSIS**

In assessing applications for advertisement consent, paragraph 132 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. However, due to the site location it is also necessary to consider the impact on designated heritage assets.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with policy P3 of the Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene.

### **Amenity**

The PPG explains that amenity means the general characteristics of the locality and is generally understood to mean the effect on visual and aural amenity in the immediate neighbourhood of the advertisement, where residents or passers-by will be aware.

Policy P2 of the adopted Core Strategy states that the Council will protect the Borough’s heritage by conserving, enhancing and promoting key heritage assets, both statutory and non-statutory, including consideration of their wider settings.

The building subject to this application is an NDHA and is located within the Middleton Town Centre Conservation Area, within which it is a key unlisted building. The Council's Conservation Officer has been consulted on the application and notes that the building dates back to the 1770s. The building makes an important contribution with the Conservation Area and therefore any replacement signage must be appropriate in terms of its design and siting on the building. The Conservation Officer raises no objection in principle to the proposed replacement of advertisements, subject to clarification and / or further information on the following:

Fascia sign – The Conservation raised queries over the materials of the Fascia sign, further clarification was provided by the agent confirming the lettering will be fitted directly to existing timber fascia. Updated plans have been submitted showing the trough lights.

Projecting sign – The Conservation Officer asked for the proposed materials to be shown on the plans and updated plans have been provided and are considered acceptable and it has been confirmed by the applicant the new signs will be painted timber.

A proposed lantern is shown however this is not an advertisement and therefore may require separate planning permission.

The proposed signage is considered acceptable and is in accordance with the NPPF and Core Strategy.

#### Public safety

The PPG provides guidance to LPAs on what considerations affect public safety. It is not confined to road safety – it includes all considerations which are relevant to the safe use and operation of any form of traffic or transport including pedestrians.

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

The highways department raised no objections, it is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

#### **RECOMMENDATION**

##### **Grant subject to standard conditions and the following:**

6. The advertisements hereby approved shall be carried out in accordance with the following documents and drawings:

Location Plan

Existing and Proposed Elevations and Location Plan received 12/06/23

Revised Heritage Statement received 7/08/23

Ecolux Mini received 7/08/23

Reason: To define the permission and for the avoidance of doubt.

7. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Reason: To define the permission and for the avoidance of doubt.

Report Author Aimee Bovaird